

THE BIG STORE SIEGEL COOPER & CO. SIXTH AVE. NEW YORK 18TH & 19TH STS.

The Big Store's Seventh Birthday---To Rear So Great a Business in So Brief a Span of Years Is an Achievement of Distinction.

TO-DAY, Sept. 14, 1903, the Siegel Cooper Store is seven years old.

Seven years of brilliant and incessant onwardness.

What a task for the historian of the hour to briefly sketch!

But what a fund of information is at hand to enthuse the swiftly gliding pen!

Seven years! There's necromancy in the number! How portentously seven has figured in history!

One recalls the 7 Sciences, the 7 Stars, the 7 Wonders of the World, the 7 Bodies in Alchemy, the 7 Senses as Ecclesiasticus defined them, the 7 Virtues, the 7 Wise Men, and the 7 Grecian Chiefs who marched against Thebes, and others.

Success Is as Nothing If It Have Not the Foundation of Merit to Sustain It.

Is it not happy that the celebration of the Store's 7th Birthday should begin so auspiciously?

In every day of the seven years that this establishment has been in existence it has masterfully stood for progressive store-keeping.

When on the evening of September 12, 1896, the Siegel Cooper Store opened its doors and invited the public to attend its reception it indicated in many convincing ways what a powerful factor in American retail commerce it was destined to become.

No apologies were necessary. The Store leaped full-fledged into the arena of activity.

It was a revelation. People never saw such a Store before, and they swarmed hither in countless numbers. They saw and they admired. The Store conquered.

The Siegel Cooper Store showed a breadth of scope and action that was new to New York. This was graphically evidenced when on the following Monday, Sept. 14, 1896, the Store opened for the sale of merchandise.

Improvement, Steady, Consistent and Intelligent Marks Every Day's History of This Store.

It was apparent to the most critical, as well as to the most casual observer, that this organization was applying modern methods to New York storekeeping with an energy and diversity most impressive.

The day of large things in storekeeping had begun in the metropolis. A new era had dawned. Old store ways when compared with the methods of the new concern emphasized their obsolescence.

Naturally the people began to applaud. Here was an organization thoroughly alive to the wants of the people at large. There were no class distinctions then, and there is none now. Ideas were not dwarfed by any consideration of expense.

The plan to have the largest, best and most beautiful Store in America's greatest city has developed gradually like the evolution of a rose.

More Than Merely a Shopping Centre. A Place of Entertainment, as Thousands Well Know.

The Big Store's leadership was quickly acknowledged. It was seen that its management was broad-minded and liberal, not only with its patrons but with its thousands of employees. Pettiness has never been observable in its composition; smallness has never been a trait of its career.

To do things on a larger, better, more satisfactory scale than any other store was a part of its creed that has never been swerved from. Every hour the management and its army of co-workers have been on the lookout for betterment in service, merchandise and every other attribute, visible and invisible to the public.

To-day, as then, this Store is still the largest and best in Greater New York. As we said recently, there are two other stores in the United States that are larger. One is in Philadelphia. The other is in Chicago. But in New York The Siegel Cooper Store stands unrivalled.

The greatness and strength of the Siegel Cooper Store have been an inspiration to its successful friends in the two cities named.

But what was the effect of the Siegel Cooper Store upon the stores of New York? Have you ever given that subject consideration?

Our competitors were forced to give better store service. Some of them were compelled to build new stores. But for the coming of this Store they would doubtless be lagging still slothfully far in the rear.

Success inspires success.

It was natural that the Siegel Cooper Store should grow like a healthy child year after year. Its nourishment was of the best—that of public sustenance and approval.

In point of variety of good merchandise, attractiveness of displays,

The Same or Better Merchandise for Less Money than Elsewhere Is a Rule Steadfastly Followed.

conveniences, low prices and entertainment it is not approached by any of its competitors.

Facts are facts. You cannot evade them. They are much like smoke. They cannot long be concealed. Take the past Summer as evidence of The Siegel Cooper Store's amazing progress.

Crowds day after day, no matter how hot, wet or abnormally cool the weather. A business that was colossal, unprecedented, was transacted. And all in spite of the most strenuous competition.

Nobody left the Store disappointed. It was a splendid testimonial to the popularity and power of the Siegel Cooper Store. It was convincing evidence of the Store's herculean strength as a trade magnet.

The Store's possibilities are unlimited.

Plain words, these. Every time you see a store we want you to think of the Siegel Cooper Store. Comparison draws, and that comparison will assert the supremacy of THIS Store.

The Big Store Builds Not for To-Day Only, but for To-Morrow, Next Year—for Time Indefinitely

Seven years! "There's luck in odd numbers," said Rory O'More. But it wasn't luck that pushed this store ahead. What was it? A good store, good service, ability to meet the wants of the people satisfactorily and to sell desirable merchandise at the very prices people are most willing to pay. In fact at the lowest prices good merchandise can be sold for.

Consider The Big Store as it is to-day. An enormous structure, indeed. And yet we find it difficult to properly accommodate many of our vigorously expanding Departments. Every method for the prompt and satisfactory facilitation of business has been installed.

Improvements of the most incisive and sweeping character have been made these past seven years. Do you wonder that it is a store of marvellous performances?

Take the Piano Salesrooms on the Fifth Floor, for instance. Here is a Piano store of unrivalled beauty. Its appointments alone cost many thousand dollars. The decorations are luxurious.

Every Stepping Stone in This Store's Active Life Spells Progress in No Uncertain Characters.

There are various rooms in which different makes of Pianos are exhibited and played upon at the request of prospective purchasers. Nowhere else are there such fine stocks of fine pianos.

The Auditorium, adjoining, comfortably seats 1,000 persons, and frequent entertainments are given therein. It is then taxed to its capacity.

The Furniture Store opposite shows anew how The Big Store has gone forward. The gaze roves over a forest of furniture, glistening with newness, rich with beauteous upholsterings.

The Rug and Carpet Store outgrew its quarters on the Third Floor, and is now on the Fifth. Stocks, here as on the other floors, are eminently representative.

On the Fourth Floor the World's Greatest Grocery does business with thousands of families in Greater New York and vicinity. The fame of this Grocery has become universal. Purest foods in large quantities are always ready for delivery.

And the Third Floor. Have you visited the New China, Glassware, Bric-a-Brac and Lamp Store on that Floor? The Artware Salon is brilliant with charms. In the matter of architectural construction and displays of fine stocks it has no equal anywhere. The electric lights are arranged so cunningly that they flood the gleaming statuary, the scintillating cut glassware, the vases fit for a queen's boudoir, and the various other art treasures with a subdued and mellow glory.

When you reach the Second Floor you marvel at the New Shoe Store. The Men's Shoes were moved up from the Main Floor recently, and all the Shoe Sections are now consolidated, forming a vast shoe emporium in which are great stocks of shoes in every style, size and all the wanted leathers. So large is this Shoe Store now that it reaches almost from 18th Street to 19th Street.

The Boys' Store, a leap away, has kept pace with the general advance. Ever so many mothers know that to their satisfaction.

Toward Sixth Avenue on the Second Floor the Sections devoted to Women's, Misses' and Girls' Apparel have shared in the expansion.

They, too, are lavishly stocked with all that is new, stylish and desirable. The crowds daily in these Departments bear eloquent testimony to The Big Store's evolution. And there's the Millinery Salon, superb in its fixtures and delightful in the beauty and variety of its becoming Hats. Our Millinery business has increased more than double within the past sixteen months. Any woman who buys her Hats here knows why.

Space crowds too insistently to dwell upon the abundance and meritoriousness of the other stocks on this Floor, such as the Books, the Underwear for Women, the Corsets, Wrappers, Infants' Section and so on. Like the Pictures, Toys, Upholsteries, Gymnasium Goods, Athletic and Hunting Supplies, Cameras, Machines and Music Sections on the Floor above, prosperity has smiled brightly upon them.

The Main Floor is such an embarrassment of riches that it spreads out like a marvellous panorama produced by the Lamp of Aladdin. It is only when one stands on the balcony overhanging the Men's Clothing Store that some comprehensive understanding of its vast reach is obtained.

It is a view that dazzles. It presents so many variegated features, so many changing pictures of dissolving humanity, that the scene becomes almost magical in aspect.

Toward the East the Men's Hat and Clothing Stores swing forward with giant strides; while the New Blanket and Comforter Store near by has demonstrated its right to be called the largest of its kind in the world.

As the eyes rove westward one takes in the Men's Underwear Sections, the Household Linens, Women's, Men's and Children's Hosiery, the Fancy Goods, Candies, Leather Goods, Ready-to-Wear Millinery, Ribbons, Dress Goods, Silks, Flannels, Silverware, Jewelry, and so on through a list that must astonish any keen observer.

There have been many commanding changes in the Basement since Summer dawned and waned. The Housefurnishing Sections have been accorded larger space, and all goods coming under this broad title are now in adequate display spaces. Trunks, Harness and Electrical Goods are now also quartered in the Basement. Toward 18th Street is the Restaurant, excellent in service, choice in foods and moderate in prices.

Double Usual Number of "S. & H." Green Trading Stamps With Your Purchases at The Siegel Cooper Store To-Morrow (Tuesday).